



NATIONAL WESTERN CENTER DESIGN STANDARDS AND GUIDELINES

DOCUMENT ORGANIZATION AND CONTENT OVERVIEW

IN THIS PACKET

The National Western Center Design Standards and Guidelines (DSG) are intended to provide a clear set of metrics and criteria for future development on the site. This document is intended as a DSG companion and guide to help first time readers understand the DSG document. The following pages provide key background and organizational information, page layouts, and navigation tips. This packet goes through the DSG chapter by chapter to explain the high level content and intent for each. On this page is an overview of the relationship between the Design Standards and Guidelines and the Design Handbook, the overall purpose of the DSG, and where they apply.

NWC DESIGN HANDBOOK

The National Western Center Design Handbook (the Handbook) will contain guidance for projects that will be commissioned or reviewed by the NWC Authority. It is intended to ensure consistency with the Campus Master Plan and Placemaking documents and will provide more information and guidance about design character than what appears in the Design Standards and Guidelines (DSG), which will be administered by Denver Community Planning and Development (CPD) in issuing development permits. The Handbook will address more qualitative aspects of design that are not considered by CPD in development review, but these topics are important to the Authority in assuring that development is in keeping with the vision and goals for the campus. Because the standards in the DSG must be enforceable for the design review process, guidance that is more creative, visionary, or adaptable to the unknowns of future development should be located in the Handbook, where the evaluation can be go through a more flexible process.

PURPOSE

The purpose of the Design Standards & Guidelines (DSGs) is to set clear criteria for design of the National Western Center (NWC). This document sets forth standards and guidelines that will be administered by the City and County of Denver's Department of Community Planning and Development (CPD).

Approval is required by CPD, as provided for in the special zoning overlay that is established as part of the Denver Zoning Code. The Zoning Administrator shall utilize the Design Standards and Guidelines in this document when making a determination of appropriateness for any proposed project at the National Western Center.

Design review and approval for work in the NWC Campus involves two forms:

1. Review by the Zoning Officer of the City and County of Denver, and
2. Review by the National Western Center Authority

APPLICABILITY

The NWC DSGs apply to all:

- New construction;
- Additions;
- Exterior improvements;
- New or expanded public use areas;
- Signs; and
- Public right-of-way improvements.

DRAFT FOR INTERNAL REVIEW AND INFORMATION ONLY

ORGANIZATION OVERVIEW - INTRODUCTION

As shown in the document's Table of Contents below, pages 2-8 of the DSG make up the Introduction section. These initial pages set up the main information needed to navigate and understand the rest of the document in context.

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INTRODUCTION CONTENT

The introductory section of the Design Standards and Guidelines speaks to the National Western Center Vision and guiding principles, the intent and process for the DSGs, and the overall document layout and organization. The following pages are excerpts from this section and illustrate the page format and chapter structure.

PAGE EXCERPT - DSG FORMAT


This page in the document’s introduction shows the layout of Design Standards and Guidelines pages, including definitions for standards, guidelines, and intent statements. It provides an understanding of how these pages are formatted and where to look for specific content.

SAMPLE DESIGN STANDARDS & GUIDELINES FORMAT


To increase clarity and ease-of-use, the individual design standards and guidelines pages use a standard format. The example below indicates each key element of the standard format.

A → BUILDING MASS & SCALE


B → Articulation & Detail

C → 

Integrate architectural details with facade articulation. Use exposed posts, beams, trusses and brackets, for example.



A building facade shall include some articulation techniques that provide visual interest and human scale.



Height variation may occur with changes in wall heights for different building modules.

D → INTENT STATEMENT

- 1a To provide a visually interesting facade
- 1b To reduce perceived scale of a large building

E → DESIGN STANDARDS

1.1 A building facade shall include articulation techniques that provide visual interest and human scale. Acceptable strategies are listed below.

F → DESIGN GUIDELINES

1.2 Integrate architectural details with facade articulation.

- a. Use exposed posts, beams, trusses and brackets, for example.
- b. Contemporary methods may include integrated photovoltaic cells, curtain wall expressions, and shading devices.

H → ARTICULATION

Articulation methods reduce perceived building mass.

G →

- a. Articulation is particularly important for mixed-use, civic/ tourism, residential and hospitality building types.

KEY TO THE SAMPLE DESIGN STANDARDS AND GUIDELINES PAGE ABOVE

- A The Design Topic is indicated with a heading at the top of each page.
- B The Design Subtopic is sometimes included in a grey box at the right side of the header.
- C Photographs & Diagrams are located below the page heading.
- D Intent Statements establish the objectives to be achieved for each topic and may also be used to determine the appropriateness of alternative or innovative approaches that do not meet specific design standards.

- E Design Standards set criteria for achieving the intent statements. They indicate that compliance is expected and are numbered sequentially within each chapter for reference.
- F Design Guidelines provide additional suggestions to achieve the intent statements. They are recommended but not mandatory, and are numbered sequentially within each chapter for reference.

- G Additional Information is provided as a bulleted list beneath some standards and guidelines to indicate specific approaches and strategies.
- H Sidebars give general background information or the relationship to a regulatory document.

MORE INFORMATION

Underlined Text indicates terms defined in the Appendix, or provides clickable cross references to related document topics and web site hyperlinks (in PDF version).

DESIGN STANDARD DEFINITION

DESIGN GUIDELINE DEFINITION

INTENT STATEMENT DEFINITION

PAGE EXCERPT - CHAPTER LAYOUT

This page in the introduction illustrates the document's Chapter layout and gives a high level overview of what information is in each Chapter. Chapter's are color-coded for easier navigation.

CHAPTER OVERVIEW

This document is organized into seven chapters. Chapters one and seven provide background information about the campus and Character areas and the design review process and chapters 2-6 provide specific standards and guidelines for the design of the campus.



CHAPTER 1: CHARACTER AREAS

This section outlines the vision for the Campus Character Areas, including their overall intent, a brief history of each, and their desired future character.



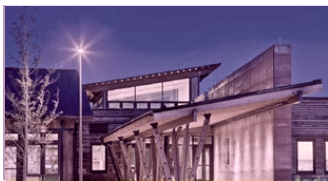
CHAPTER 2: PUBLIC SPACE DESIGN

This chapter provides Standards and Guidelines for the design of public spaces on the NWC Campus (See Page 23 for the definition of public space as it pertains to the NWC campus). This chapter includes guidance on different types of public spaces, design elements, overall campus design, and other site design topics.



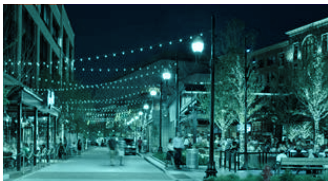
CHAPTER 3: CIRCULATION

This chapter provides Standards and Guidelines for the patterns and facilities that make up the NWC transportation network. It provides specific detail on pedestrian, bicycle, transit, and vehicular facilities, as well as information on bridges and catwalks.



CHAPTER 4: BUILDING DESIGN

This chapter provides Standards and Guidelines for the vertical components of development and redevelopment on the NWC campus. It defines different types of NWC buildings and includes standards for mass, scale, facade design, pedestrian level design, and information on rehabilitation and reuse of existing buildings.



CHAPTER 5: LIGHTING DESIGN

This chapter provides Standards and Guidelines for appropriate lighting design for the NWC campus, including information on overall lighting character and how lighting should be applied to the various types of public spaces on campus. Guidance is also provided on exterior building lighting and accent lighting.



CHAPTER 6: SIGN DESIGN

This chapter provides Standards and Guidelines for the high level approach to sign design on the NWC campus. It defines types of signage and includes guidance on location, character and materials, and lighting for campus signage.



CHAPTER 7: DESIGN REVIEW PROCESS

This chapter summarizes the Design Review process and application requirements for project proposals on the NWC Campus. It is used by applicants and CPD staff to guide the Design Review process.

DESIGN STANDARDS & GUIDELINES CHAPTERS

IN THIS DRAFT

Chapters 1-6 are included in this draft. Chapter 1 contains background information about the Character Areas and Chapters 2-6 contain Design Standards and Guidelines by topic.

IN PROGRESS

Design Review will be included in the next draft.

ORGANIZATION OVERVIEW - CHARACTER AREAS

As shown in the document's Table of Contents below, pages 9-19 of the DSG make up Chapter 1: Character Areas. This section includes background information about different areas on the campus and how the DSGs and Design Handbook will relate to these areas.

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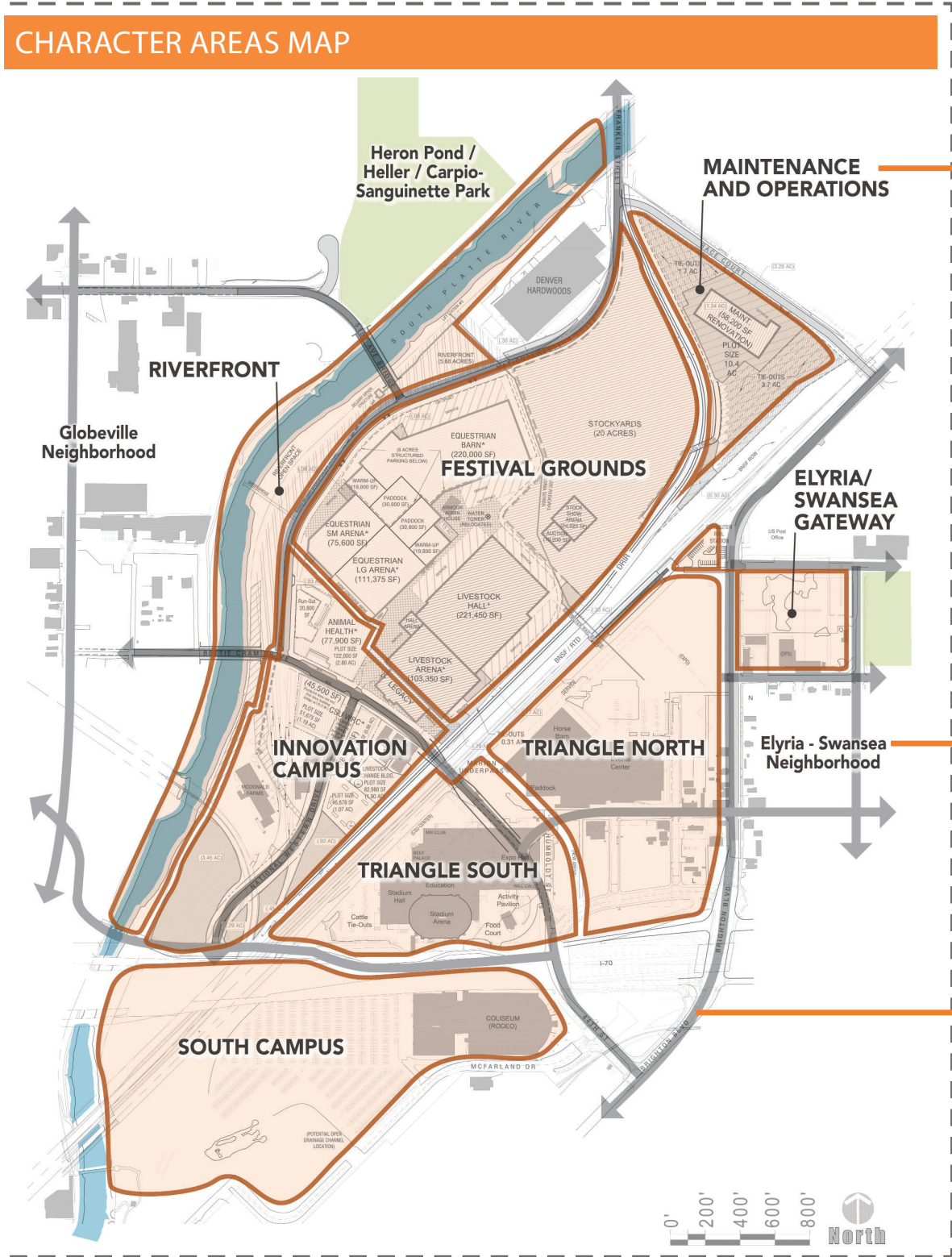
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CHARACTER AREAS CONTENT

The first Chapter of the document provides important information about the different Character Areas found on the National Western Campus. It explains the purpose and intent for these areas, their finalized names and locations, and the history and desired character for a each. The following pages are excerpts from this Chapter.

PAGE EXCERPT - CHARACTER AREAS MAP

This page shows the exact locations of each Character Area and their corresponding names. More information about the Character Areas can be found in the NWC Campus Cultural Plan.



AREA NAMES
 For purposes of the DSG and Design Handbook, the Character Areas were renamed to be descriptive instead of following the numbering system from earlier Placemaking Tasks.

NEIGHBORHOOD CONNECTION
 Showing the surrounding neighborhoods on the map helps emphasize the goals to integrate the campus with its context and to benefit these areas.

CIRCULATION ROUTES
 Major circulation routes were added to the Character Areas Map to illustrate how the areas are connected to each other and to the rest of the City.




PAGE EXCERPT - CHARACTER AREAS

This page illustrates the layout of each Character Area page. These pages each include the name of the area on the top right, images and descriptions of the existing and future character, and a map showing the areas exact location.

CHARACTER AREAS

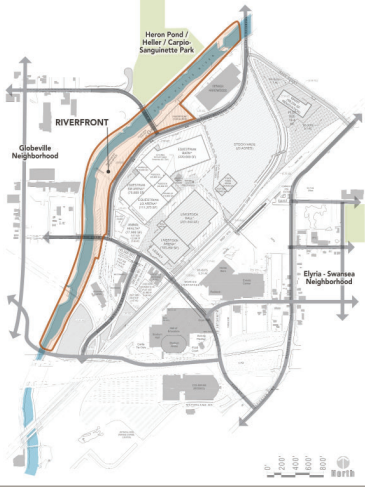
Riverfront

AREA NAME



FUTURE CHARACTER
Images on the right illustrate the future vision for the Character Area.

EXISTING CHARACTER
Images on the left show the Character Area as it appears today.



EXISTING CHARACTER
The South Platte River Character Area runs for approximately 1.3 miles from Globeville Landing Park to the Heron Pond, Heller and Carpio-Sanguinette Open Space along the western edge of the NWC. Today, the river is largely inaccessible due to overgrown vegetation, the Globeville Levee to the west and the Delgany Interceptor sanitary sewer lines and a portion of the Denver Rock Island Railroad (DRIR) to the east. This area offers a prime opportunity to create a series of spaces and activities that allow the neighborhoods and the NWC Campus to engage the river.

FUTURE CHARACTER
The Master Plan and the Campus Placemaking Study envision the Riverfront as an activated space and amenity. There is a potential for a revenue-generating building or events facility along the river. New buildings in this character should be designed to activate the river frontage and provide an attractive edge along National Western Drive. Any building along the river edge should be modest in scale to maintain views to this natural feature. Designs will reference the traditions and materials found throughout the Campus. The design guidelines for public spaces are particularly important in this Character Area. The future character will also include aspects of historic interpretation, riparian habitat restoration, water resources and storm water innovation, open space amenities for the campus and surrounding neighborhoods and trails that connect the site to the broader Denver network.

LOCATER MAP
On each Character Area page a small map highlights the location of that areas.

ORGANIZATION OVERVIEW - PUBLIC SPACE DESIGN

As shown in the document's Table of Contents below, pages 20-45 of the DSG make up Chapter 2: Public Space Design. This is the first Chapter of Design Standards and Guidelines in the document. It includes an introduction spread to explain key concepts covered in the Chapter.

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PUBLIC SPACE DESIGN CONTENT

The first Chapter of Design Standards and Guidelines covers topics relating to public space design. It defines the different types of public space on the NWC Campus and provides guidance for each. The Chapter also includes design elements - paving, landscaping, and site furnishings - and other more general site design topics.

PAGE EXCERPT - PUBLIC SPACE TYPES

This page shows the types of public spaces defined in the document, as well as the standard layout for a “definition” page, which introduces concepts covered in a Chapter and does not include standards and guidelines. Each space type includes a title bar with the name used throughout the document, an example image of the desired character, and a description of what these spaces include and their intended use.

PUBLIC SPACE TYPES

A variety of spaces exist on the National Western Center campus, each with varying consideration for access and use. The campus is owned by the City and County of Denver and operated by the NWC Authority, which may limit public access during private events. For the purposes of this document, **public space** refers to all areas on the campus that are outdoors, and may include public right-of-way and streets, plazas, gathering areas, event spaces, stockyards, the riverfront, and other public or private spaces. These spaces have been divided into the broader organizational categories defined below.

NWC-SPECIFIC “PUBLIC SPACE” DEFINITION

STREETSCAPES



Streetscapes are those areas of the campus that are within the public right-of-way. These areas will be highly multi-modal with safe and comfortable travel being the priority use. Streetscapes will be designed to include high-quality pedestrian amenities such as street trees and furnishings, separation between modes, and ground floor activation where appropriate.

GATHERING AREAS AND PLAZAS



Gathering areas and plazas include a variety of active public and private spaces designed for pedestrian use. These areas will be used year-round by campus visitors and should therefore be designed adjacent to active uses and to support flexible programs, gatherings, and events. These spaces offer many opportunities for art, educational and interpretive features.

RIVERFRONT AND NATURAL AREAS



Riverfront and natural areas are open spaces that are more oriented to natural landscapes and recreation. They should include some activation and a variety of uses with an emphasis on the native landscape, the river, outdoor activities, and education about environmental best practices.

SPACE TYPE NAME

SPACE TYPE DESCRIPTION AND INTENT

EVENT SPACE



Event spaces on the NWC campus should be open, unobstructed, and highly flexible. These areas will accommodate a wide range of programs including fairs, vendor tents, food trucks, and educational displays. Landscaping and furnishings should be located to maintain clear zones for event vehicle and emergency access. Materials should be used strategically to alert users of different uses. Circulation should remain relatively flexible and the space will be defined by boundary elements, gateways, and landmark features.

STOCKYARDS & FLEXIBLE SPACES



Stockyards and open spaces will be comprised of large open areas whose main function is to accommodate stock pens and other yard facilities, temporary parking for campus events, and large concerts or festivals. All materials and furnishings should be flexible and durable enough to withstand extended use by large trucks, crowds, and livestock. These areas should be open and designed primarily for functionality.

BACK-OF-HOUSE



Back-of-house includes loading/unloading, utilities, service and maintenance and operations areas. In order to accommodate one of the campus's primary goals, to educate and engage visitors, these back-of-house areas should allow a certain level of safe access and provide examples of sustainable design, livestock and agricultural processes, and other campus wide systems. Because buildings will be viewed and experienced from all four sides, back-of-house uses should be designed with the visitor in mind.

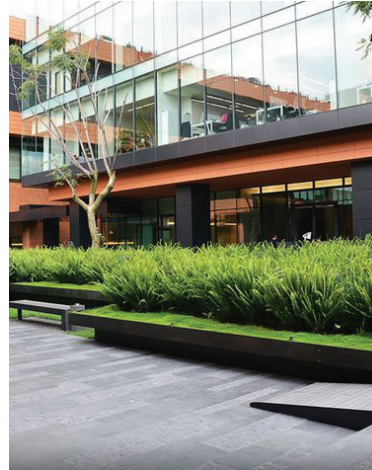
PAGE EXCERPT - GATHERING AREAS AND PLAZAS

This page illustrates a standard design standards and guidelines page. This page provides guidance for one of the public space types found on campus. Lists are used under some standards and guidelines with several suggestions on how to meet that standard or guideline.

GATHERING AREAS AND PLAZAS



Use paving and clusters of furnishings to distinguish between areas of movement and areas of pause.



Use outdoor furnishings and planters to create intimate spaces for smaller events or gatherings.

POTENTIAL USE AND CHARACTER

Images in the document show examples of what the future character of each topic area could look like. These are purely conceptual.

IMAGE CAPTIONS

Captions are taken from specific standards and guidelines that the images best illustrate.

INTENT

- 2l To ensure flexible and adaptable space for programmed and unprogrammed uses year round
- 2m To promote safe and comfortable spaces accessible to all visitors
- 2n To encourage social gathering, education, interpretation and active living
- 2o To establish a strong relationship between public spaces and adjacent buildings

STANDARDS

- 2.15 **Use design elements to break up the scale of large plaza spaces into smaller, human-scaled spaces.**
 - a. Use outdoor furnishings and planters to create intimate spaces for smaller events or gatherings.
 - b. Use paving and clusters of furnishings to distinguish between areas of movement and areas of pause.
 - c. Use planting to delineate spaces within plazas and soften the hardscape edges for more user comfort.
- 2.16 **Ensure materials are durable and allow for a range of pedestrian, bicycle, animal, automobile and truck movements**

GUIDELINES

- 2.17 **Design spaces to be flexible to accommodate a wide range of outdoor events, such as farmer's markets, flea markets, food/drink festivals, seasonal agricultural demonstrations, concerts, performances, etc. Appropriate strategies include:**
 - a. Unobstructed space to accommodate booths, food trucks, and other mobile vendors;
 - b. Access to utilities such as electrical, water, and audio/visual hookups; and
 - c. Site furnishings that are moveable or strategically located to provide seating without obstructing key programmable spaces or operational requirements of the campus.

ORGANIZATION OVERVIEW - CIRCULATION

As shown in the document's Table of Contents below, pages 46-59 of the DSG make up Chapter 3: Circulation. This Chapter includes an introduction spread that speaks to campus-wide circulation, modal priorities, and an overview of each type of circulation on campus.

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CIRCULATION CONTENT

The circulation standards and guidelines describe how modes should travel through campus to create a complete network. It provides specific criteria for pedestrian, bicycle, transit, and vehicle travel and amenities and also guidance for bridges, catwalks, and underpasses. The following pages contain excerpts from this section to illustrate the content.

PAGE EXCERPT - CIRCULATION TYPES

This page shows the types of circulation that will be used on the NWC Campus, as well as the standard layout for a “definition” page, which introduces concepts covered in a Chapter and does not include standards and guidelines. Each circulation type includes a representative image and a brief description of the approach that should be taken for that mode.

CIRCULATION TYPES

The National Western Campus will need to facilitate several types of circulation modes and a variety of facilities. The size and varied use of the Campus requires safe, comfortable, and complete networks that provide access to the many destinations and connections throughout the area. Circulation routes should distinguish between modal uses and a system of wayfinding and amenities should be distributed throughout the network. The design of circulation facilities should also take into account the growing use of scooter, bicycle, and vehicle share and provide pick-up and drop-off areas and bike and scooter parking.

→ **OVERALL
CIRCULATION INTENT**

PEDESTRIAN CIRCULATION



Pedestrian comfort and safety should be a campus-wide priority. A complete network of pedestrian paths will traverse the Campus and provide access to interior public and event spaces, building entries, and bicycle and transit facilities. Pedestrian routes should be clearly marked, separated from other modes, and provide a variety of furnishings to encourage use.

BICYCLE CIRCULATION



Well-marked, unobstructed bike circulation should be provided along Key Streets. High ease of use facilities should be prioritized wherever feasible and should connect major destinations on campus to the surrounding neighborhoods and transit facilities. Bike parking and sharing should be provided at frequent intervals to further encourage use.

TRANSIT CIRCULATION



In addition to the 48th and Brighton National Western Station on the North Metro Rail Line, several key transit stops and corridors will be provided in and around the Campus. Wherever feasible, transit facilities should include signage and wayfinding, pedestrian furnishings and lighting, shelters, and bike and scooter parking and sharing.

VEHICLE CIRCULATION



Vehicle circulation and access will be needed along campus streets as well as through many of the interior public spaces of the Campus. Key access routes need to be provided for event trucks and trailers and emergency vehicles. These routes can be co-located with utility corridors and accommodate pedestrian use when not needed by automobiles.

Parking should be screened and designed to not conflict with the pedestrian realm and the safety of other modes.

BRIDGES AND CATWALKS



Several natural and human-made boundaries exist on the NWC Campus, such as the river and rail lines. To create a complete circulation network, bridges will facilitate pedestrian movement across these obstacles. Bridges should be an extension of the pedestrian realm, with quality furnishings and materials to encourage use and provide comfort and safety.

Catwalks are an historic site element that will be re-incorporated to provide views and access around stockyard event spaces.

UNDERPASSES



Similar to bridges, underpasses will facilitate pedestrian and bicycle circulation across major boundaries including the railways and some roads, including the I-70 corridor. Underpasses should be designed to maximize safety, reduce conflicts between modes, and provide amenities to encourage use.

→ **VEHICLE
CIRCULATION
INCLUDES ACCESS
AND PARKING**

PAGE EXCERPT - PEDESTRIAN FACILITIES

This page illustrates a standard design standards and guidelines page. This excerpt shows standards and guidelines for one of the circulation types found on campus. For some topics, more standards than guidelines are used to emphasize the importance of providing certain facilities or achieving a certain quality of design.

PEDESTRIAN FACILITIES



Provide wayfinding and signage that is oriented to the pedestrian.



Use furnishing to create places of rest and pause along pedestrian routes. Ensure that the placement of furnishings does not impede travel.

INTENT

- 3e To promote a pedestrian-friendly character of campus
- 3f To maintain a continuous and well-marked pedestrian experience
- 3g To clearly define pedestrian priority areas
- 3h To create an active, safe, and engaging pedestrian realm

PEDESTRIAN PRIORITY AREAS

The NWC Campus is intended to be highly walkable, interactive, and engaging. Visitors are encouraged to explore the campus and learn about the facilities. As such, it is critical that the campus creates a walkable environment so people can move freely throughout the campus. Certain areas of the campus are deemed as "Pedestrian Priority" and should be designed for a comfortable and safe pedestrian experience above all else. These areas include major plazas, gathering spaces, event spaces, and sidewalks along Key Streets.

DESIGN STANDARDS

- 3.5 **Design the campus circulation to support a highly walkable, interactive campus setting.**
 - a. Layout clear pathways around building edges, through plazas and event spaces, and along streetscapes to maintain a continuous path of travel.
 - b. Provide connections between Key Streets, buildings, transit facilities, parking areas, and bicycle facilities.
- 3.6 **Design pedestrian facilities to be easily navigable, safe, and comfortable for the pedestrian.**
 - a. Use materials to clearly delineate pedestrian routes.
 - b. Use materials that allow comfortable travel along pedestrian routes for all abilities.
 - c. Use furnishing to create places of rest and pause along pedestrian routes. Ensure that the placement of furnishings does not impede travel.
 - d. Provide wayfinding and signage that is oriented to the pedestrian.

DESIGN GUIDELINES

- 3.7 **Integrate clearly defined walking loops of various distances into the public realm to encourage regular active use.**

POTENTIAL USE AND CHARACTER

Images in the document show examples of what the future character of each topic area could look like. These are purely conceptual.

IMAGE CAPTIONS

Captions are taken from specific standards and guidelines that the images best illustrate.

SIDEBAR

Sidebars are used to define important terms and concepts for each section. This sidebar explains pedestrian priority areas as they relate to the NWC Campus.

ORGANIZATION OVERVIEW - BUILDING DESIGN

As shown in the document’s Table of Contents below, pages 60-79 of the DSG make up Chapter 4: Building Design. This Chapter includes an introduction page that describes the intent of the Chapter and for the architectural design across the campus, several pages of image tables defining various building design techniques, and corresponding standards and guidelines.

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BUILDING DESIGN CONTENT

The building design section provides background information and guidance on architectural topics including building types, mass and scale, facade design, pedestrian level design, and treatment of existing/historic building. The following pages contain excerpts from this section, including image tables that define terms and concepts and standards and guidelines pages, to illustrate the content.

PAGE EXCERPT - BUILDING TYPES

This page shows some of the types of buildings that will be included on the NWC Campus. The layout varies from a standard “definition” page to accommodate a more in depth discussion of where various building types will be located, by Character Area. This page and the second building types page in the document provide background for the rest of the Chapter and do not include standards and guidelines.

BUILDING TYPES

These building types are shown to aid in applying the design standards and guidelines to varying conditions on the NWC Campus.

ARENAS



Arenas - small and large - are planned as part of the campus to host equestrian, livestock, agricultural, educational, musical, athletic, and other planned events. They are designed to be flexible in use. These arenas will occur in the Festival Grounds, although the historic Stadium Arena and potential for another large, multi-use arena is possible in The Triangle (North and South) Character Areas.

- » Simple massing, with long walls
- » Sloping roofs (gable and shed)
- » Metal siding as the primary material
- » Masonry (stone, concrete or brick) at the base
- » Daylighting clerestories and monitors
- » Large loading docks and doors
- » More refined materials, transparency, and details at the primary entrance

BARNES



Two large barns - the Equestrian Barn and Livestock Barn - are planned for the Festival Grounds area. Other, smaller barns may occur throughout the campus. These structures will be utilitarian in design with necessary loading/unloading areas for animals, exhibitors and patrons. These barns may also be used for other events throughout the year, and will therefore will be designed to be flexible in use.

- » Simple massing, with long walls
- » Sloping roofs (gable and shed)
- » Metal siding as the primary material
- » Masonry (stone, concrete or brick) at the base
- » Daylighting clerestories and monitors
- » Large loading docks and doors
- » More refined materials, transparency, and details at the primary entrance

RESEARCH AND DEVELOPMENT



As part of the NWC’s vision to be leaders in agricultural innovation for the world, the campus will also host high-tech, research and lab facilities. These buildings have unique requirements for building programming and design. These buildings will exhibit current trends in technology, energy conservation and generation as well as food production.

- » Varied massing and windows, reflecting internal functions
- » Higher degree of transparency at the primary entrance
- » Varying roof forms
- » Wide range of building materials
- » Exterior sustainable features (solar arrays, green roofs, light shelves, etc.)
- » Service and loading areas

CIVIC / VISITOR-RELATED



Some buildings, such as the planned WSSA Legacy Building and CSU Center, will include a mixture of welcome center, educational facility and museum. They will help activate the campus on a daily basis with employees, tour buses, school buses, and regular visitors.

- » Varied massing windows, reflecting internal functions
- » Higher degree of transparency at the primary public entrance
- » Varying roof forms
- » Wide range of building materials (including metal and glass)
- » Exterior sustainable features (solar arrays, green roofs, light shelves, etc.)

➔ BUILDING TYPE

➔ DEFINING ARCHITECTURAL FEATURES

➔ BUILDING USE AND LOCATION

PAGE EXCERPT - BUILDING MASS AND SCALE

This page illustrates a standard design standards and guidelines page. This portion of the building design section about mass and scale includes sub topics such as articulation and detail, as shown below. Where certain design concepts, such as articulation techniques, may not be common knowledge more information is provided as a table or sidebar definition.

BUILDING MASS & SCALE

Articulation & Detail



Integrate architectural details with facade articulation. Use a combination of elements such as exposed posts, beams, trusses and brackets.



Include articulation techniques that provide visual interest and human scale.

INTENT

- 4d To provide a visually interesting facade
- 4e To reduce perceived scale of a large building

ARTICULATION

Articulation methods reduce perceived building mass.

STANDARDS

- 4.5 **A building facade shall include articulation techniques that provide visual interest and human scale. See the table on the following page for more detail.**
 - a. Articulation is particularly important for mixed-use, civic/tourism, residential and hospitality building types and along Key Streets connecting to surrounding neighborhoods.
 - b. Articulation methods include:
 - » Accent lines;
 - » Wall recesses, projections or banding;
 - » Changing patterns of window composition;
 - » Balconies, canopies and awnings;
 - » Change in color; and
 - » Change in material.

GUIDELINES

- 4.6 **Employ articulation methods that create shadow lines to show depth and perspective.**
- 4.7 **Integrate architectural details with facade articulation.**
 - a. Use exposed posts, beams, trusses and brackets.
 - b. Contemporary methods include integrated photovoltaic cells, curtain wall expressions, and shading devices.
- 4.8 **Combine a horizontal articulation method with a change in roof line.**

POTENTIAL USE AND CHARACTER

Images in the document show examples of what the future character of each topic area could look like. These are purely conceptual.

IMAGE CAPTIONS

Captions are taken from specific standards and guidelines that the images best illustrate.

TABLE REFERENCE

Some standards and guidelines reference tables that go into more detail on potential options for meeting them. The articulation table is shown on the following page to illustrate this concept.

SIDEBAR

Sidebars are used to define important terms and concepts for each section. This sidebar gives a simple definition for articulation for those less familiar with architectural terms.

PAGE EXCERPT - BUILDING MASS AND SCALE

This page shows more detail and provides definition for articulation and detail techniques to supplement the standards and guidelines found on the previous page. The layout varies from a standard “definition” page to accommodate more imagery for each concept so that the techniques can be clearly visualized.

BUILDING MASS & SCALE

Articulation & Detail

ARTICULATION & DETAIL TECHNIQUES

Use the following articulation methods when designing a building elevation. These are intended to provide visual interest, reduce the perceived scale of a large building, and avoid long, flat, blank walls.

ACCENT LINES

These include vertical and horizontal features on a building wall. An accent line often projects from the wall. Examples include: moldings, sills, cornices, pilasters and spandrels.

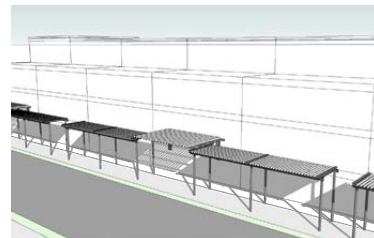


TECHNIQUE DESCRIPTION

Each articulation and detail technique is described and defined on the left.

PROJECTIONS

These elements extend from the primary wall plane. They usually relate to structural bays in a building.

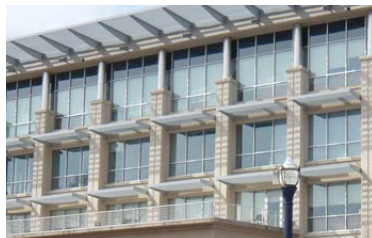


TECHNIQUE ILLUSTRATION

Images and 3D model graphics are used to show what each articulation and detail technique looks like in application.

WINDOW COMPOSITION

Windows of familiar dimensions can convey a human scale. Aligning windows horizontally and vertically creates an interesting rhythm.



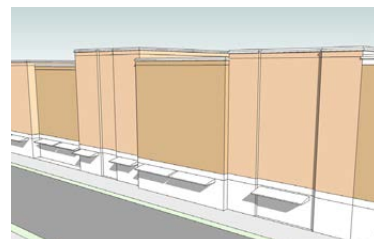
BALCONIES OR AWNINGS

These elements help provide interest and human scale to a building. They should be detailed to be integral to the architecture.



MATERIAL/COLOR CHANGES

Material or color changes help reduce the perceived scale of a large building. Also see Building Materials



ORGANIZATION OVERVIEW - LIGHTING DESIGN

As shown in the document's Table of Contents below, pages 80-93 of the DSG make up Chapter 5: Lighting Design. This Chapter includes an introduction spread that introduces major lighting concepts and gives an overview of campus lighting techniques and guiding principles.

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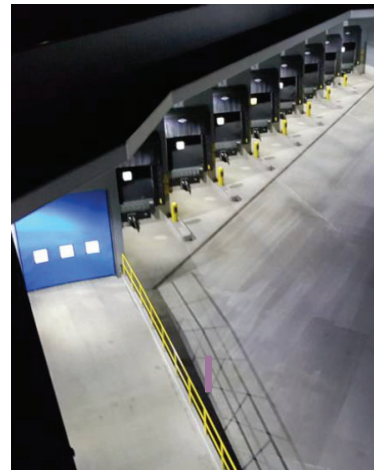
LIGHTING DESIGN CONTENT

The lighting design chapter is roughly organized by public space type, with several space types being combined where the lighting approach is the same or similar. The chapter also include guidance on lighting for parking, bridges, underpasses, catwalks, building exteriors, and accent lighting.

PAGE EXCERPT - BACK-OF-HOUSE LIGHTING

This page illustrates a standard design standards and guidelines page. This page of the lighting design chapter describes lighting standards and guidelines for the specific Back-of-House space type.

BACK-OF-HOUSE LIGHTING



Use utilitarian styled lighting, focused on providing the required illumination levels for safety and security, while making it clear to visitors and workers that these are not the primary activity centers for the public.

INTENT

- 5r To promote safety and visibility in service and back-of-house areas with the use of tasteful lighting
- 5s To enhance the security of service and back-of-house areas

STANDARDS

- 5.40 Provide sufficient illumination to back-of-house service and maintenance areas for loading docks, shipping and receiving and other needed maintenance tasks.
- 5.41 Employ enhanced illumination for drivers to safely identify pedestrians or other objects on the ground or in their path of travel.
- 5.42 All luminaires shall have an IESNA BUG rating no greater than B1 U0 G1.

GUIDELINES

- 5.43 If areas are only used in the early evening hours, turn off or dim lighting after use, in conjunction with motion sensing.

PUBLIC SPACE TYPE

Several of the lighting design standards and guidelines relate to a specific public space type.

POTENTIAL USE AND CHARACTER

Images in the document show examples of what the future character of each topic area could look like. These are purely conceptual.

IMAGE CAPTIONS

Captions are taken from specific standards and guidelines that the images best illustrate.

ORGANIZATION OVERVIEW - SIGN DESIGN

As shown in the document’s Table of Contents below, pages 94-100 of the DSG make up Chapter 6: Sign Design. This Chapter includes an introduction spread that describes the overall sign approach for the NWC Campus, the sign design standards and guidelines relation to the Denver Zoning Code and future Sign Plan, and types of signage.

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SIGN DESIGN CONTENT

The sign design section includes in introduction spread that provides background information about campus signage and a table defining types of signage. The chapter covers standards and guidelines for sign location, character and materials, and lighting. The following pages contain excerpts from this section to illustrate the content.

PAGE EXCERPT - SIGN TYPES

This page shows the types of signs that will be used on the NWC Campus, as well as the standard layout for a “definition” page, which introduces concepts covered in a Chapter and does not include standards and guidelines. Each sign type includes a representative image and a brief definition. These sign types are consistent with those found in the Denver Zoning Code (DZC).

SIGN TYPES

The typical Denver Zoning Code (DZC) sign types are defined and illustrated below. All signs should be compatible with the overall campus character and are subject to individual review. The standards and guidelines for sign location, character, materials, and lighting laid out in the rest of the chapter should apply to all the following sign types.

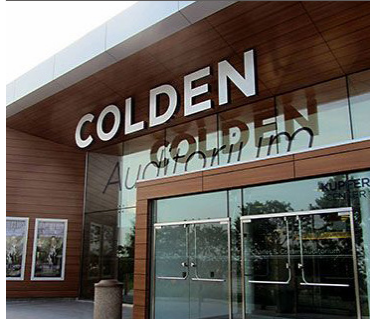
OVERALL INTENT AND RELATION TO THE DZC

PROJECTING SIGNS



An iconographic three-dimensional sign attached to and projecting from the wall of a building, typically perpendicular to a façade.

ARCADE SIGNS



A sign attached to the roof or wall of an arcade and totally within the outside limits of the structural surfaces which are delineating the arcade.

GROUND SIGNS



A sign supported by poles, uprights or braces extending from the ground or an object on the ground but not attached to any part of any building (note that a ground sign may be used as a joint identification sign).

SIGN TYPE

DEFINITION AND APPLICATION

WALL SIGNS



A sign attached to, painted on or erected against a wall, fascia, parapet wall or pitched roof of a building or structure (note that a wall sign may be used as a joint identification sign).

WINDOW AND DOOR SIGNS



A sign which is applied or attached to, or located within three feet of the interior of a window or door, which sign can be seen through the window or door from the exterior of the structure.

JOINT IDENTIFICATION SIGNS



A sign which serves as a common or collective identification for three or more businesses on the same zone lot (note that Joint Identification Signs are a type of wall or ground sign).

PAGE EXCERPT - SIGN LOCATION

This page illustrates a standard design standards and guidelines page. This page lays out guidance for how to locate signs in relation to buildings and the site. Lettered lists are used to provide direction on specific situations or contexts.

SIGN LOCATION



A sign shall be located to fit within the overall context of a building and its site.



A sign should be located so as not to obscure architectural features.

POTENTIAL USE AND CHARACTER

Images in the document show examples of what the future character of each topic area could look like. These are purely conceptual.

IMAGE CAPTIONS

Captions are taken from specific standards and guidelines that the images best illustrate.

INTENT STATEMENTS

- 6a To encourage sign locations that promote a vibrant campus
- 6b To promote signage placement that allows the signage to be in scale and in character with its setting
- 6c To improve wayfinding and identification of campus features

STANDARDS

- 6.1 **A sign shall be located to fit within the overall context of a building and its site.**
 - a. Place a sign to fit within architectural features and highlight them rather than obscure them.
 - b. Locate a ground-mounted sign within a landscaped area within a site.
 - c. Use signs to accentuate a pedestrian entry.
- 6.2 **A sign shall be located to ensure visibility for its intended audience.**
 - a. A sign intended for pedestrians shall be oriented the street or plaza level.
 - b. A sign intended for vehicles shall be oriented to the street.
 - c. A sign intended for pedestrians shall be located to be visible from the street or plaza level.
 - d. A sign intended for vehicles shall be located so that it is visible from the street.

GUIDELINES

- 6.3 **A sign should indicate building entries and parking areas.**
- 6.4 **A sign should be coordinated so as not to conflict with key streetscape or plaza elements whenever possible. Elements to consider may include:**
 - a. Street trees;
 - b. Lighting; and
 - c. Street furniture.
- 6.5 **A sign should be located to maintain visibility of architectural features.**
 - a. A sign should be subordinate to the building or structure it is attached to.